

Environmental Campaign on the zerowaste.id Instagram Account to Educate the Community

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Abstract

Environmental campaigns are an effort to preserve the environment through various media. The aim of this research is to determine the environmental campaign on the Instagram account @zerowaste.id in educating the public. The method used in this research is interpretive qualitative. Data collection techniques use literature studies and documentation. Data analysis uses qualitative content analysis by interpreting @zerowaste.id account posts that are relevant to environmental campaigns. The research findings show that the Instagram account @zerowaste.id educates Instagram followers through its creative content in the form of how to make minimal waste hampers, alternative hair care products, zero waste healthy provisions, the benefits of compost for plants, facts about e-waste and zero challenge. This environmental campaign aims to provide information to followers to reduce waste, apart from that, it also educates and persuades followers to use environmentally friendly products in their daily lives.

Keywords: *Environment Campaign, New Media, Instagram*

INTRODUCTION

Waste is a global problem in the world, including in Indonesia. Data from the Ministry of Environment and Forestry of the Republic of Indonesia, (Sampah 2023) waste generation in Indonesia in 2023 is 19,560,111.17 tons per year. Meanwhile, only 65.93% of the waste that can be managed is unmanaged waste. Serious efforts and commitment from the community and government are needed in waste management.

Unmanaged waste is 34.07%, this is a joint task for the government and society to reduce the negative impact of waste in Indonesia. Various efforts have been made by the community by utilizing social media platforms. One of them is the @zerowaste.id account which actively campaigns for the concept *zero waste* (reducing waste generation).

Johnson (2013) stated the principles of Zero Waste Lifestyle through the 5R movement, namely *Refuse, Reduce, Reuse, Recycle dan Rot*. a) Refuse is the first step to managing waste by rejecting it. b) Reduce in the form of reducing the use of consumer goods. c) Reuse is done by reusing existing goods by repairing them. A campaign is a series of organized communication activities with the aim of creating a certain impact on most target

audiences on an ongoing basis over a certain period. Types of campaigns viz *product-oriented campaigns, candidate-oriented campaigns and ideological or cause campaign* (Ruslan 2013).

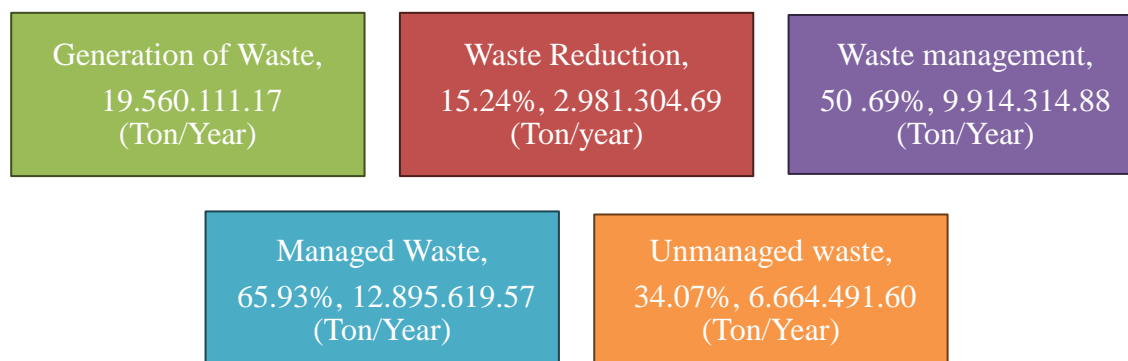


Figure 1. National waste management 2023

Environmental campaigns via Instagram are increasing concerns about the ongoing global environmental crisis. With air pollution, water pollution, loss of biodiversity and climate change becoming more pronounced, the world community is increasingly realizing the urgency of environmental protection. However, there is still a lack of understanding and lack of awareness about concrete steps that can be taken to address this problem (Iskandar 2019; Karim Yulianita 2021; Alif *et al.* 2023; Fagerholm *et al.* 2023). The results of research conducted by Pearson and Perera (2018), regarding campaign efforts to reduce food waste show that to achieve the necessary changes in individual behavior, steps such as planning food purchases and storage well are very important to reduce the amount of food that is wasted. Apart from that, preparing the amount that suits your needs can also reduce food waste.

Research from Fadli dan Sazali 2023, stated that social media Instagram @greenpeaceid as a campaign media in protecting the environment is considered to have an important role because it is able to provide information advocacy regarding the environment and there is a positive impact that is present, which can be seen from the many positive responses both in terms of the number of likes and comments. Good awareness of protecting the environment. Apart from that, Karim dan Yulianita 2021 research shows that the role of Instagram as an environmentally friendly campaign media shows that the programs created by Greeneration Foundation (GF) to campaign on the Sustainable Consumption and Production (SCP) issue are communicated via Instagram. Have a series of planned communications to a wide audience and cooperation partners to create a positive image. In the process there are activities and PR in managing Instagram through social media functions (Dewi *et al.* 2020).

Waste management is a major concern because if it is not handled properly, it can result in more complicated problems such as environmental pollution and negative impacts on health. Instagram as a very popular social media platform, especially among the younger generation, offers great opportunities to disseminate information, build awareness, and mobilize positive action in environmental protection (Shabrina, 2018; Fadli 2023). Based on

the background and results of previous research, this research aims to analyze the environmental campaign on the zerowaste.id Instagram account in educating the public.

RESEARCH METHODS

The method used in this research is an interpretive qualitative approach. Data collection techniques are documentation, observation, and literature study. Documentation in the form of screenshots of zerowaste.id Instagram uploads regarding environmental campaigns in the period January-February 2024. Observations were carried out by researchers by observing uploads from the zerowaste.id account via the Instagram feed. Literature study by reviewing books and journal literature used as research references. The data analysis technique uses qualitative content analysis. Qualitative content analysis is more about developing data that can be interpreted to find theoretical significance, (Rumata 2017)

Krippendorff (2019), defines content analysis as a research technique to conclude the meaning of a text or through procedures that can be trusted, can be reproduced or applied in different contexts (replicable), and is valid. Krippendorff does not limit text in this definition to written products, but also "other meaningful matter", namely products that have other meanings such as paintings, drawings, maps, sounds or symbols.

The nature of the messages in communication campaigns are promotional, preventative, informative, persuasive and persuasive with incentives as an attraction, (Rani 2016). Yenrizal (2017) states that environmental communication has two main functions, namely pragmatic and constitutive. Pragmatically, it is related to education, awareness, convincing, mobilizing and helping humans overcome environmental problems. The constitutive function includes aspects of organizing, structuring, representing nature and environmental problems themselves as subjects for human understanding.

RESULTS AND DISCUSSION

Based on observations of the zerowaste.id Instagram account, 8 posts were obtained in January 2024. The following is an interpretation based on the environmental communication function:

Table 1. Analysis of environmental communication functions

No	Upload Date	Upload	Environmental Campaign Message	Interpretation
1	5 January	Zero Waste Healthy Provisions	<ul style="list-style-type: none"> - Use reusable lunch boxes. - Bring a tumbler or a drink bottle. - Use reusable shopping bags. - Avoid using disposable cutlery or straws 	The Zerowaste.id account provides education about healthy provisions with the concept of zero waste, which means it does not produce waste. Efforts that can be taken include using a lunch box, bringing a drinking bottle or tumbler

when traveling, using a shopping bag to avoid using plastic bags, and avoiding the use of disposable cutlery or straws which can cause waste. All these efforts fall into the pragmatic function category, namely preventing the generation of waste.



Screenshot of the January 5 environmental campaign

2	7	#30dayszerowastechallenge	<ul style="list-style-type: none"> - Day 8 separate your clutter. - Day 9 search and distribute to Bank Sampah - Day 10 Unplug unused electricality. - Day 11 change to bamboo toothbrush - Day 12 Change to shampoo/soap bar - Day 13 DIY Bathroom stuff - Day 14 DIY Cleanser 	<p>The environmental campaign took the form of a challenge in the second week with the hashtag 30dayszerowastechallenge. The challenge consists of sorting scattered items and tidying them up in special containers. Search for and distribute segregated waste to the Waste Bank. Unplug unused electronic devices to save energy. Switch to a bamboo toothbrush because most people use plastic toothbrushes. Switch to shampoo/bar soap that has minimal pollution. Make DIY bath</p>
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equipment crafts. DIY cleaning materials from natural ingredients. This message fulfills a pragmatic function.



Screenshot of the January 7 environmental campaign

3	11	Earth or Plastic	9 million tonnes of plastic waste end up in the ocean every year	Based on data that 9 million tons of plastic waste pollutes the sea every year.
	January		Simple tips that ZWID friends can do:	The zerowaste.id account invites its followers to switch to using reusable goods, reduce waste generation, sort waste, and distribute it to waste banks, make compost from organic waste, and adopt a zero-waste lifestyle which can be done by bringing a tumbler, shopping bag and carrying a container. This message fulfills a constitutive function because it presents the facts about the large amount of plastic waste that pollutes the sea and a pragmatic function with simple tips to reduce the generation of plastic waste.
			<ul style="list-style-type: none"> - Switch to using reusable items. - Reduce waste so it doesn't pile up. - Sorting and distributing waste to waste banks. - Composting organic waste - Implement a zero-waste lifestyle 	



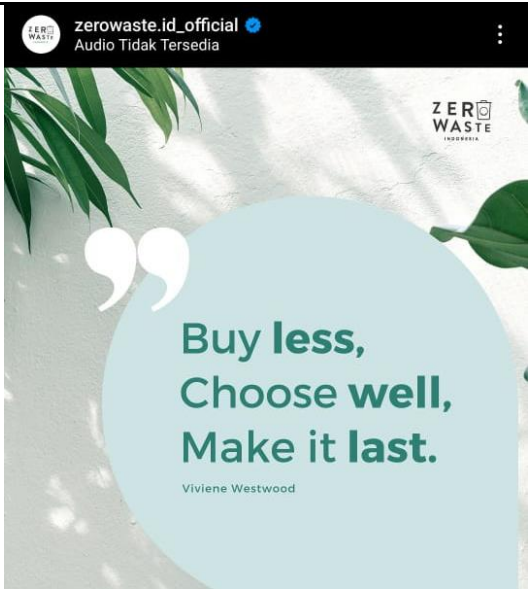
Screenshot of the January 11 environmental campaign

4	14 January	#30dayszerowastechallenge- week 3	<div><div>- Day 15 repair of damage goods</div><div>- Day 16 bring your own container.</div><div>- Day 17 finish your food.</div><div>- Day 18 plan your food and meals.</div><div>- Day 19 use cloth napkins or ...</div><div>- Day 20 zero waste groceries</div><div>- Day 21 Pack your lunch</div></div>	<div>Week 3's challenges consist of repairing broken items, bringing your own food container, planning your meal, using cloth napkins, shopping with a zero-waste concept and packing your lunch. All these efforts fulfill a pragmatic function because they prevent the creation of new waste from daily activities. This message fulfills a pragmatic function.</div>
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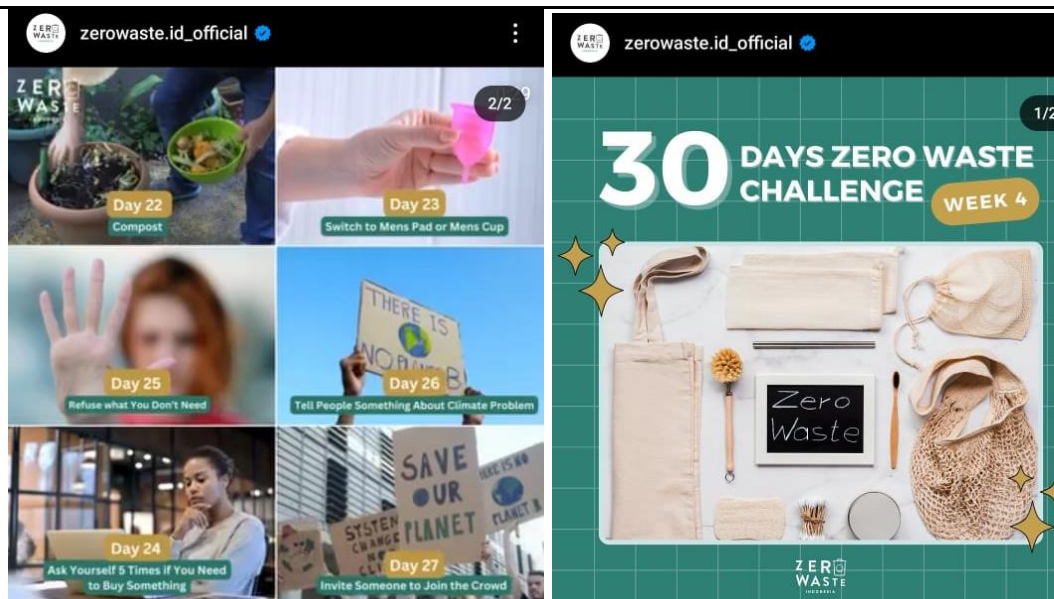
Screenshot of the January 14 environmental campaign

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| 5 | 17 | Buy less choose well, make it last. | <ul style="list-style-type: none"> - Spending less makes us more economical. - Selectively choose quality goods and save money - because the useful life of these goods is guaranteed to be longer. - Loving, caring for and looking after it well is the same as appreciating the goods we have bought. | <p>Advice to reduce unnecessary shopping to save money, be more selective in choosing quality goods so that they last longer and take care of the goods you have purchased so they last longer. All these messages have a pragmatic function because they prevent the generation of waste.</p> |
|---|----|-------------------------------------|---|--|



Screenshot of the January 17 environmental campaign

6	21	#30dayszerowastechallenge- January week 4	<div><div>- Day 22 Compost</div><div>- Day 23 switch to mens pad or mens cup</div><div>- Day 24 Ask yourself 5 times if you need to buy something Day 27 Invite someone to join the crowd.</div><div>- Day 25 Refuse what you don't need.</div><div>- Day 26 Tell people something about climate problem</div></div>	<div>The challenges in week 4 are making compost from organic waste, switching to mens pads or mens cups, asking yourself 5x before buying something, inviting someone to join in environmental action, rejecting what you don't need and telling someone about climate issues. All these challenges are an effort to preserve the environment and fulfill pragmatic and constitutive functions through awareness of climate issues.</div>
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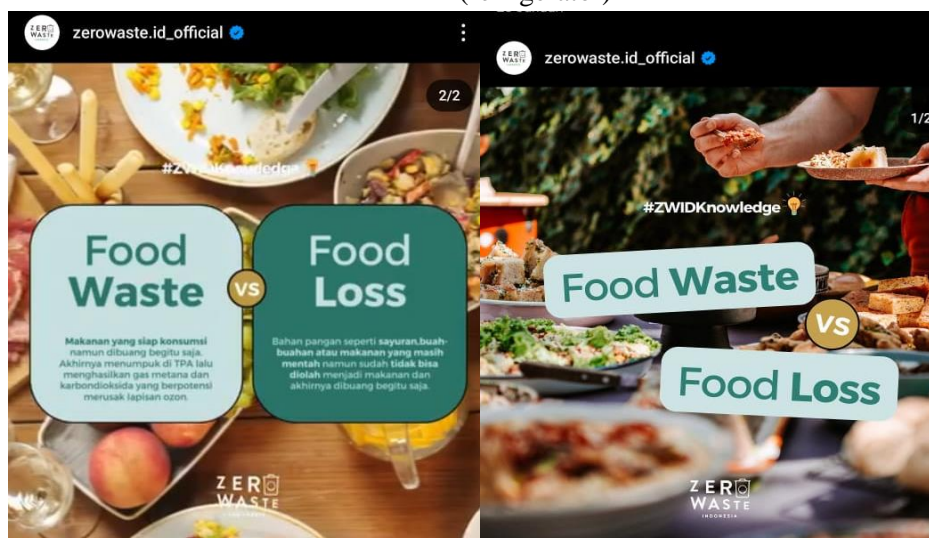


Screenshot of the January 21 environmental campaign

7	24	Food Waste Vs Food Loss	Causes of food waste:	There is a difference between the term food waste and food loss. There are 3 reasons for food waste, namely eating inappropriate portions, buying, or cooking food you don't like and being embarrassed about spending food in public places. This can result in wasted food waste. Meanwhile, the causes of food loss are related to agricultural products not being of the quality desired by the market, food spoilage due to problems with storage, handling and packaging, lack of consumer interest, soaring prices due to distributor games and unwise purchases resulting in food being stored for a long time in the refrigerator. This message fulfills a constitutive function
	January		<ul style="list-style-type: none"> - Eating not according to your portion size - Buying or cooking foods you don't like. - The prestige of eating food in front of a crowd 	
			Causes of food loss:	
			<ul style="list-style-type: none"> - Pre-harvest processes do not produce the quality desired by the market. - Problems in storage, handling, packaging so that producers decide to throw away these foodstuffs. - Lack of consumer demand in the market - Market price games between 	

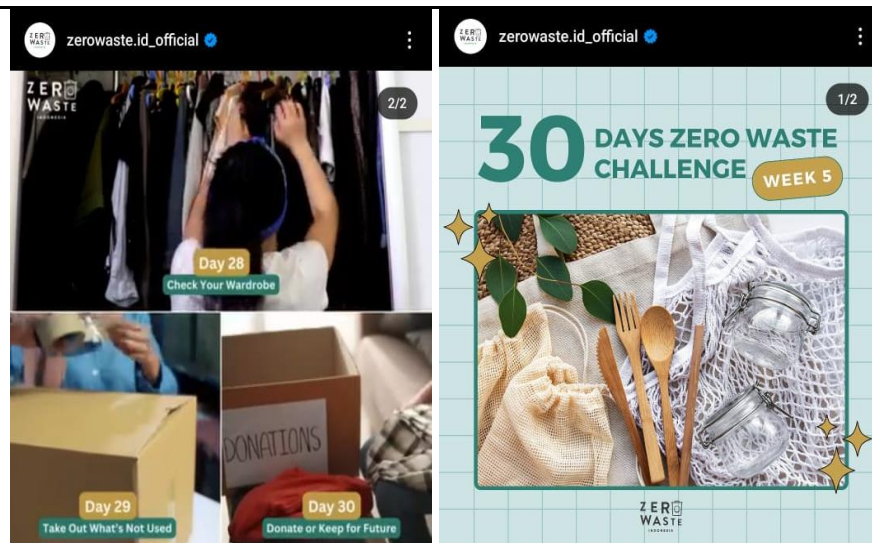
agents and related to understanding distributors that environmental problems. cause prices to soar.

- 5. It's not wise to buy food and it ends up rotting in the storage area (refrigerator)



Screenshot of the January 24 environmental campaign

8	28	#30dayszerowastechallenge- January week 4	<ul style="list-style-type: none"> - Day 28 check your wardrobe. - Day 29 Take out what's not used. - Day 30 Donate or keep for future 	<p>The next challenge for week 4 is to check your wardrobe, take out what's not used and donate or keep it for the future. This is a pragmatic function in environmental communication.</p>
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Screenshot of the January 28 environmental campaign

The nature of the messages in communication campaigns are promotional, preventative, informative, persuasive and persuasive with incentives as an attraction, (Rani 2016). The environmental campaign message in January's post on the @zerowaste.id account is zero waste healthy provisions, #30dayschallenge in 4 weeks, earth or plastic, food waste or food loss and buy less choose well, make it last. This message about the environment is to provide information on data on plastic waste which pollutes the sea every year, reaching 9 tons, explaining the difference between food waste and food loss, educating followers and prevention about tips for making healthy zero-waste food supplies and persuading followers to be wise in buying goods. By using strong narratives, compelling data, and clear calls to action, environmental campaigns on social media can influence people's mindsets and behavior to support environmental protection efforts, (Alif *et al.* 2021). Thus, environmental communication through social media becomes an effective tool in expanding awareness, increasing understanding, and inspiring real action in maintaining the sustainability of our planet.

Yenrizal (2017) states that environmental communication has two main functions, namely pragmatic and constitutive. Pragmatically, it is related to education, awareness, convincing, mobilizing and helping humans overcome environmental problems. The constitutive function includes aspects of organizing, structuring, representing nature and environmental problems themselves as subjects for human understanding. The environmental message in the @zerowaste.id post fulfills a pragmatic function in the form of efforts to prevent waste generation and a constitutive function that provides an understanding of managing environmental problems.

The environmental messages uploaded by zerowaste.id are narrated in English and Indonesian which are quite easy to understand. The images used are also interesting and full color. Zerowaste provides challenges that are easy for followers to implement in their daily

lives, apart from that, this account provides data regarding the amount of rubbish that pollutes the sea.

Raising awareness, Instagram plays a key role in raising awareness of environmental issues among platform users, (Lalita *et al.* 2019). Through photos and videos, engaging visual content can quickly capture users' attention and convey important messages about environmental protection. Campaigns like #SaveThePlanet or #ClimateAction often become trending topics on Instagram, helping spread information to a wide audience. In environmental campaigns on Instagram, building a strong community and engaging with followers is key to creating a significant impact. By sharing inspirational content, holding interactive events such as quizzes or live discussions, and responding actively to followers' comments and messages, the campaign can create an inclusive space and motivate individuals to come together to take concrete action to protect the environment (Fagerholm *et al.* 2023)

Collaboration with influencers and environmental organizations on Instagram @zerowaste.id is an effective strategy in increasing the impact of environmental campaigns. By leveraging a network of influencers who have large followings and engaged audiences, campaigns can reach a wider audience and get more attention. Additionally, collaborating with environmental organizations can provide necessary legitimacy and support, as well as expand the reach of campaign messages. Through this collaboration, environmental campaigns on Instagram @zerowaste.id can achieve greater levels of influence and encourage positive changes in individual behavior and society.

Research related to the role of social media in environmental campaigns shows that the use of Instagram has a positive impact in increasing public awareness and involvement in environmental issues (Xiang en van Gevelt 2020). These studies found that attractive visualizations and strong narratives on Instagram can influence users' attitudes and behavior towards environmental issues (Breves en Liebers 2022). However, the effectiveness of a campaign also depends on the credibility of the information source and the consistency of the message conveyed. Thus, collaboration between scientists, activists and influential Instagram users is essential to ensure that the information disseminated is accurate and trustworthy, so that it can achieve the desired impact.

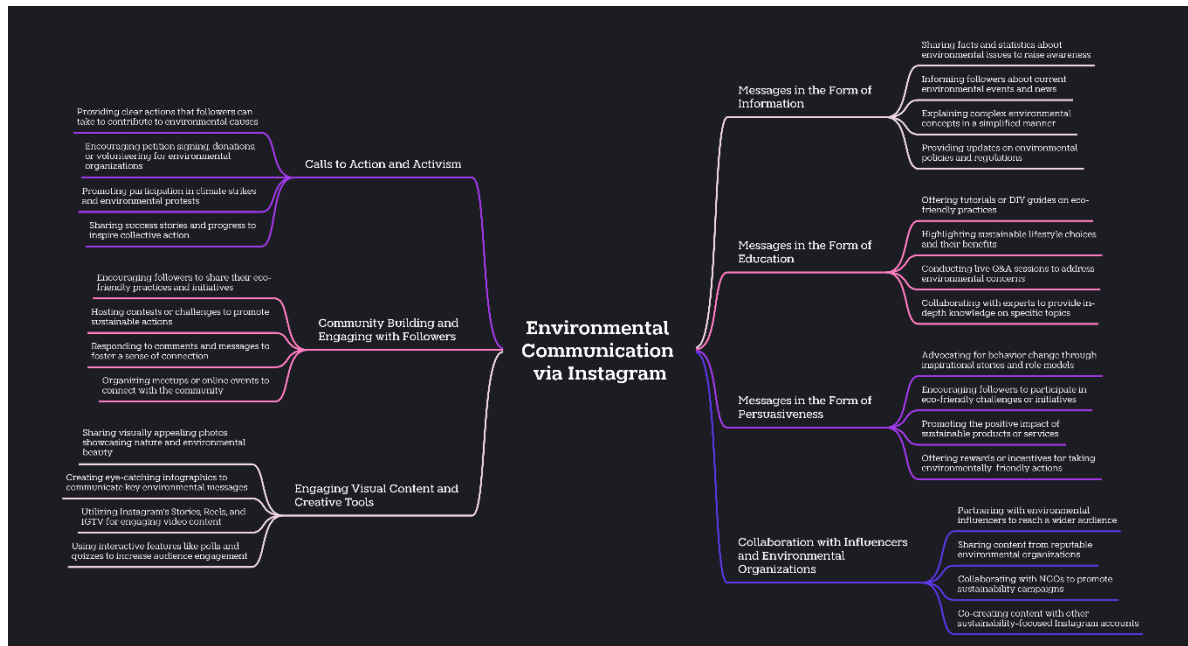


Figure 2. Mind Map environmental communication via Instagram @zerowaste.id

The environmental messages in @zerowaste.id posts provide an ideal platform for education about environmental issues. Accounts dedicated to the environment often share useful information about the impacts of environmental damage and steps that can be taken to reduce our environmental footprint. This helps increase public understanding of the importance of environmental protection and the actions that can be taken. The environmental messages in @zerowaste.id posts can be used to mobilize concrete action in environmental campaigns. Through calls to action, challenges, or online petitions, Instagram users can be encouraged to make positive changes in their daily behavior, such as reducing single-use plastic use, saving energy, or supporting environmental restoration efforts, (Valahan 2023).

Apart from that, posts indirectly provide a platform for individuals, organizations, and brands to share innovations and creative solutions in fighting climate change and caring for the environment. By sharing new ideas and inspiring projects, Instagram can be a source of motivation for people to take positive action and contribute to greater change, (Manalu 2019). @zerowaste.id posts also facilitate collaboration between environmental organizations, influencers, brands, and individuals who have a similar interest in protecting the environment. This kind of collaboration can increase the campaign's visibility, reach a wider audience, and inspire people to participate in environmental protection efforts.

Overall, Instagram @zerowaste.id has a strong role in environmental campaigns by providing an effective platform for disseminating information, building awareness, driving action, and strengthening communities that care about the environment. By harnessing the full potential of this platform, environmental campaigns can achieve a significant impact in the pursuit of sustainability of our planet.

CONCLUSION

The @zerowaste.id account actively educates the public through uploads on Instagram regarding environmental issues, waste and efforts to reduce waste generation with the zero waste concept. The nature of environmental communication is information, education, persuasive.

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